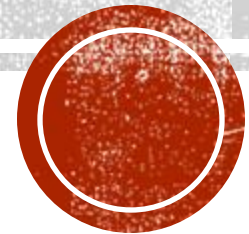


# TRENDS IN SOCIAL MEDIA FOR 2024

What should you be doing? What should you skip?



# AGENDA

- Key Trends
- Real Life Examples
- Questions
- Wrap Up



# 3 KEY TRENDS

1. Platform
2. Artificial Intelligence
3. Return on Investment

Source: Hootsuite Social Trends 2024 ([Click here for details](#))



# PLATFORM CHALLENGES

- Too many platforms
  - Facebook
  - Instagram
  - X
  - TikTok
  - Threads
  - BlueSky
  - YouTube
  - Pinterest
  - And more!



# PLATFORM CHALLENGES

- Constant platform updates
  - New features
  - Updated / new algorithms
  - Updated / new advertising features
- Tailoring content for each platform



# PLATFORM CHALLENGES

- Maintaining a presence on multiple platforms is really difficult!



# PLATFORM SUGGESTIONS

- Calculate your social media return on investment (ROI)
- Decide your goals
  - What do you want to achieve?
  - How will you measure these goals?
- Focus on the platform (or two) that works best for you!
  - Where's your audience?
  - What content does best?



# PLATFORM SUGGESTIONS

- Make use of vertical video
  - Don't optimize for specific platforms
  - Reuse!
- For more information visit:  
<https://www.wyzowl.com/vertical-video/>

## Vertical Video

Video that is created either by a camera or computer that is intended for viewing in portrait mode, producing an image that is taller than it is wide. It thus sits in opposition to the multiple horizontal formats normalized by cinema and television.





# WHAT'S THE BEST PLATFORM?

- Platforms that provide return on investment
- Focus on providing the best content for that platform!
- Don't stretch yourself too thinly!

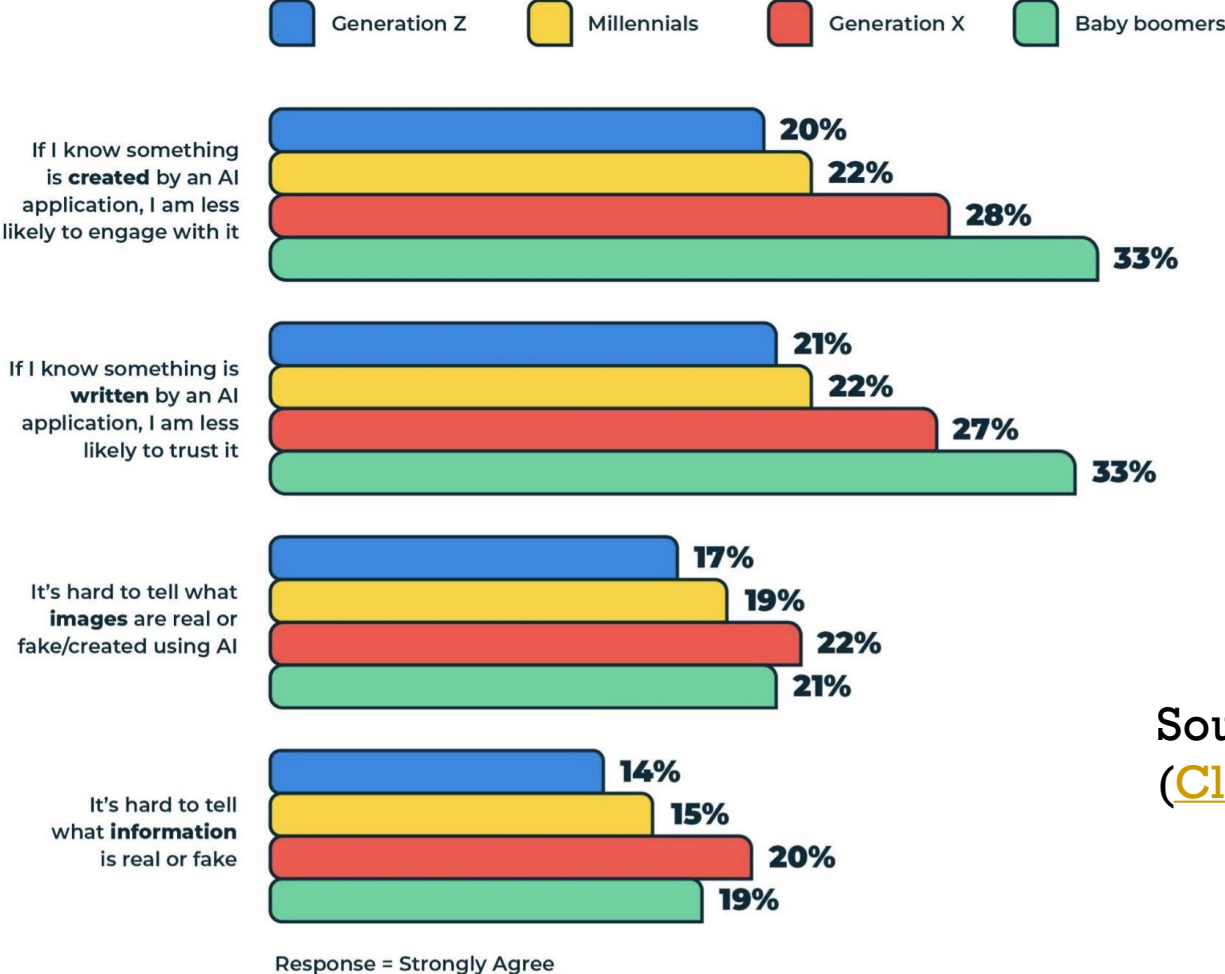


# ARTIFICIAL INTELLIGENCE

- Can be used to help with productivity
  - Customer Support
  - Image editing
- But beware
  - Customers may not trust or engage with AI generated content
  - Different Generations view AI differently



# ARTIFICIAL INTELLIGENCE VIEWPOINTS



Source: Hootsuite Social Trends 2024  
([Click here for details](#))



# ARTIFICIAL INTELLIGENCE TOOLS

- Many free options are available
- AI tools are being built into apps you may already use:
  - Canva
  - Google Docs
  - OwlyWriter



# RETURN ON INVESTMENT

- Consumers say:
  - Use social media to entertained and mentally unwind
  - Brands should be more relatable
  - Brands focused too much on self promotion is a turnoff
- Brands:
  - Publish multiple times a week
  - Primarily use engagement to demonstrate ROI



# RETURN ON INVESTMENT

So, what does this all mean?



# RETURN ON INVESTMENT

- Brands need:
  - Relatable and enjoyable content that can be used to build and foster relationships with consumers



# KEY POINTS

- Pick one, two, or three platforms and do those well!
- Reuse content across platforms.
- Focus on relatable content.
- Make use of video.
- Use AI tools to make you more productive while maintaining authenticity.







# **OUR PERSPECTIVE**

## **LINVILLE FALLS WINERY**

- **Context for our approach to trends**
- **What is trendy & what trends well for us**
- **Show & tell**
- **Platform Differences**
- **Tools and Tips**



# CONTEXT FOR OUR APPROACH TO TRENDS

- As a physical winery/place, our goal is to get customers to come to our winery, do tastings, purchase wine, etc. - so that is what informs what we put on social media.
- We are also a family-owned business ran by family members: everyone shares the load and the social media role has bopped around from person to person. Currently, there's not an entire social media job dedicated to one person.
- So, just like you guys, we are busy and our time is valuable (and we feel silly staring at our phones for hours on end trying to figure out what to post).
- So, do we think trends are worth your time? Actually, yes we do\*

\*mostly



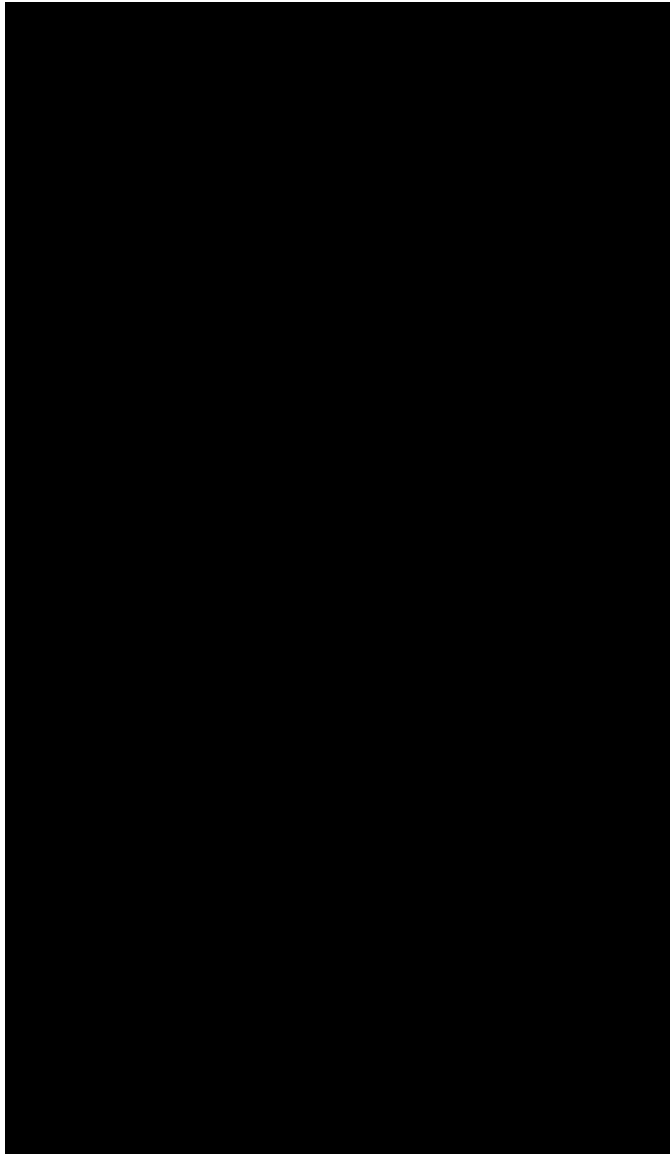




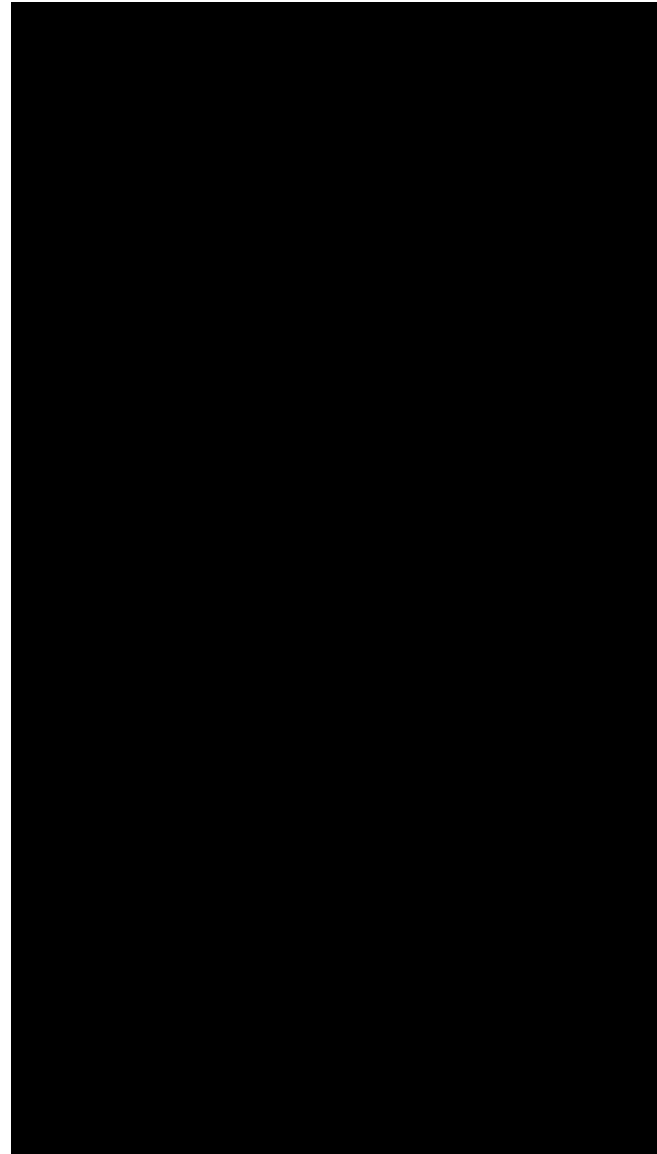
# WHAT IS TRENDY & WHAT TRENDS WELL FOR US

- It's been more effective for us to be selective with the trends we do.
  - o Being creative can be really fun, but only if it doesn't feel like an added burden.
- What's trendy right now:
  - o Video content
  - o Trending songs/sounds
  - o POV / experience-based content
  - o Short, sometimes even fast-paced
- What trends well for us:
  - o All of the above, plus:
    - Seasonal Content
    - Environment / Atmosphere





253 likes, 10 comments



512 likes, 10 comments





# The Wine Bottle vs. Sunflower Paradox



👍 🗨️ 📍 🏷️

Liked by jacobwizeman and 60 others  
linvillefallswinery Featured wine of the month: Red Barn Blend ❤️  
This wine is named for the historic red barn that sits on our property. It's a dry, "rustic and woody" red blend with similar qualities to a Super Tuscan. This wine is made from many grape varieties, including Merlot, Cabernet Franc, Cabernet Sauvignon, Sangiovese, and

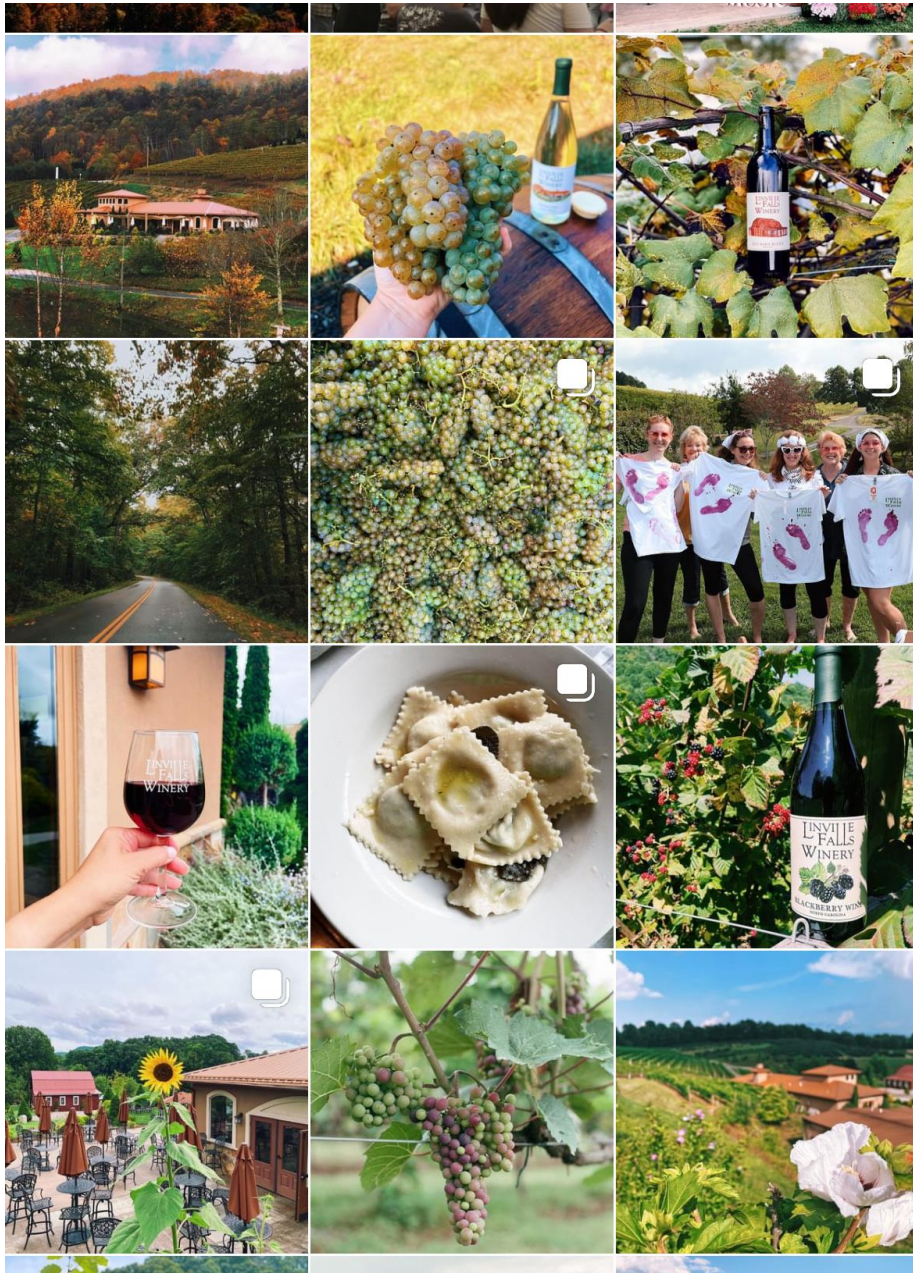


👍 🗨️ 📍 ⋮ 🏷️

Liked by woodkianna and 541 others  
linvillefallswinery Tag the winery BFF in your life that you're taking to check out the sunflowers this month!  
💛 🐝 🌻 🍷  
View all 50 comments





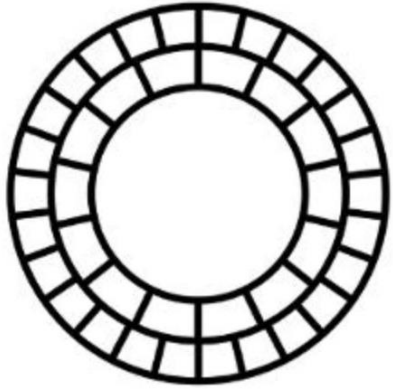


# TRENDS ON DIFFERENT PLATFORMS

- For us, Facebook and Instagram are our biggest focuses.
  - o These target slightly different demographics (who have different attention spans)
- Instagram: we've found people respond better for short form, very visual-driven
  - o Fast-paced scrolling
- Facebook: better response to long-form information.
  - o Better response for events, photo albums, long form video
- TikTok:
  - o We're on here too, and it's fun to be a little creative with it, if that's fun for you!







**VSCO**



## TOOLS AND TIPS

- Dropbox
  - o Get some kind of way to have your photos in one organized place that can be easily accessed.
  - o This is essential for having an arsenal of content you can pull from.
- VSCO
  - o Super-edited photos aren't as trendy currently (which is good news because that's less effort for us!) but in the past we've loved using VSCO. These days, Apple Editing does great for us.
- Video Editing:
  - o Computer: Adobe Premiere, Final Cut Pro, DaVinci Resolve
  - o Phone: CapCut, or in-App editing.
- Saving Audio for Later
  - o Save audio that you like because it's weirdly hard to find songs you like in the moment (or maybe it's just us)
  - o Business vs. Creator account settings



# THANK YOU FOR ATTENDING!

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